



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Anthony D. Estes  
Serial No. : 09/353,896  
Filed : July 16, 1999  
Title : DIRECT RESPONSE E-MAIL

Art Unit : 2765  
Examiner : G. Akers

Commissioner for Patents  
Washington, D.C. 20231

#9/a  
P. C. Cottrell  
4-3-01  
**RECEIVED**  
MAR 27 2001  
Technology Center 2100

RESPONSE

In response to the action mailed September 27, 2000, please amend the application as follows:

In the claims:

Please cancel claim 3 without prejudice.

Please amend claims 1, 5, 6, 8, 10 and 11 as follows:

al/slb  
-- 1. (Amended) A machine-based method comprising:  
analyzing an e-mail message to derive response information concerning a commercial transaction, the e-mail message comprising at least part of an e-mail message sent to a customer and a response of a customer to the e-mail, and,  
based on the derived information, automatically generating commercial transaction data in a format that is usable to automatically complete the commercial transaction.

az/slb  
5. (Amended) A machine-based method comprising:  
sending an e-mail message to a customer offering a product or service for sale, the e-mail message comprising locations for response by the customer indicating his intention to order the product or service,

CERTIFICATE OF MAILING BY FIRST CLASS MAIL

I hereby certify under 37 CFR §1.8(a) that this correspondence is being deposited with the United States Postal Service as first class mail with sufficient postage on the date indicated below and is addressed to the Commissioner for Patents, Washington, D.C. 20231.

March 19, 2001

Date of Deposit

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Deborah R. Nast

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